

Overview

- Introduction
- Program Structure
- Marketing & Training
- Keys to Success



Program Goals

- Remove barriers to leasing EVs
- Encourage public agencies to drive EVs
- Demonstrate EV technology
- Improve public awareness of EVs

Accomplishments

- Successful new incentive program for public agencies in Sacramento area
- Large roll-out of EVs: Over 100 EVs placed in 3 months
- Over 22 agencies participated
- Expanded area's charging infrastructure by 25%

Why Electric Vehicles?

- Positive public image
- Reliable
- Quiet, high performance vehicles
- Low maintenance
- Employee satisfaction
- Zero emissions



Overview of Program Structure

- Easy for public agencies to participate
- Attractive incentive structure
- Vehicles ordered & centrally managed
- Infrastructure installation centrally coordinated
- Vehicle training, service, and one-onone customer service built into the program

How did the program work?

- EVs leased for three years
- Participating agencies agree to lease 2 or more vehicles
- First year's lease price free to participants
- Reduced lease payments 2nd and 3rd year
- Infrastructure incentive provided
- Total cost comparable to conventional vehicles

Program Implementation

- Agency signs up--enters into Agreement
- ARB initiates infrastructure site visit
- ARB approves infrastructure work estimate
- Arrangements for infrastructure installation made with participating agency
- Arrangement for EV delivery, after infrastructure installed
- Deliver vehicles and provide training



Marketing

- Developed unique program identity
- Message and promotional materials focused on public fleet concerns
- Generate enthusiasm for participating in regional program
- Used two tiered approach: worked with both Execs and fleet managers

Marketing

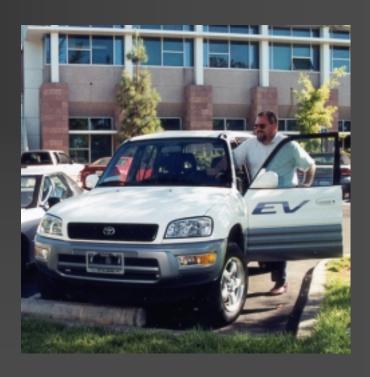
- Program materials included factsheet, folders, logo, and slide presentation
- Individual presentations to interested agencies
- "Hands-on" demonstration of vehicles
- Incorporated experience of fleet managers who had positive experience with EVs
- Provided opportunity to test drive EVs & shortterm loans

Electric Vehicles are ready!

With ev Sacramento you'll see a lot

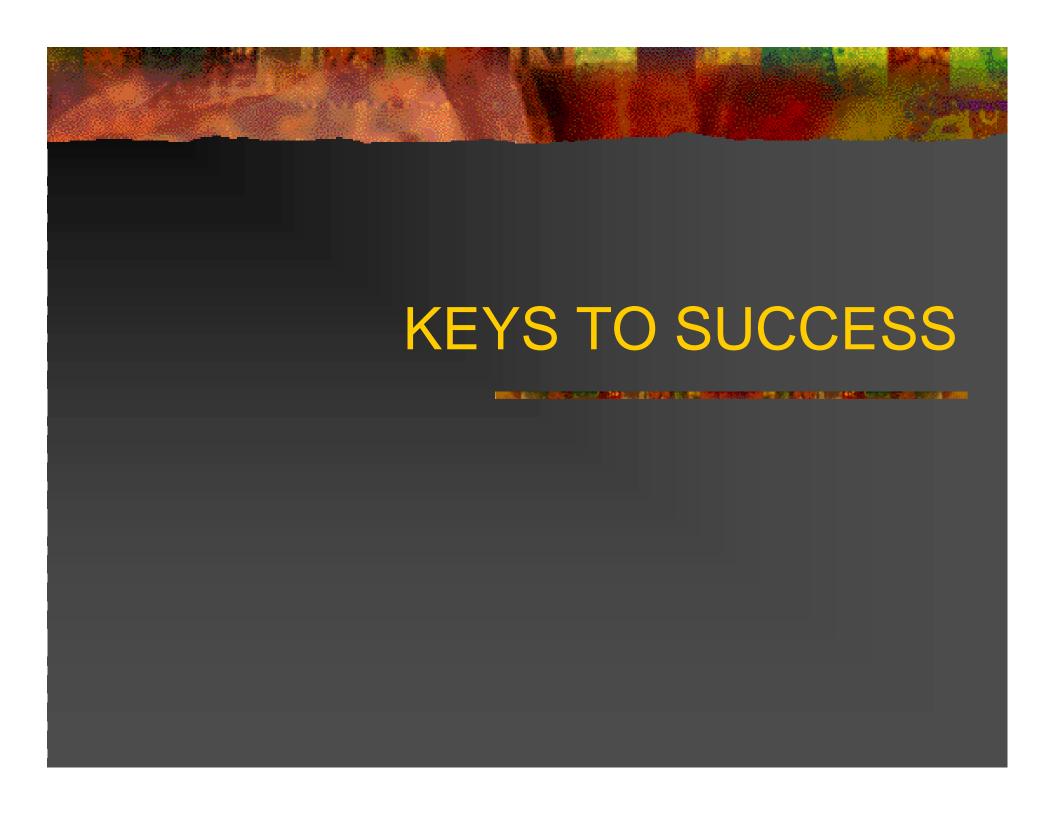
more on the streets.





Training

- Developed "how to" guides for each EV
- Provided "hands-on" training which covered
 - Vehicle operation, range, precautions
 - How to charge
 - Procedures for vehicle repairs & roadside service
- Tailored training to needs of agency
- Asked agency to identify one person as the "EV Expert"
- Repeated training, as needed



What are the keys to success?

- Build upon existing outreach, demonstration & educational programs
- Demonstrate technology--public fleets aren't risk takers
- Work in partnership with State & local agencies
- Good staff contacts are critical--enthusiastic staff at public agencies "can make it happen"
- Put policy makers & executives in vehicles

Stress all the Benefits

- Positive public image
- Environmental benefits: air quality, global warming, water quality, etc
- Vehicle attributes: high performance, quiet, reliable etc.
- Emphasize safety
- Operational & other cost savings

Lessons Learned

- Need to focus on infrastructure as well as vehicles
- Infrastructure installation is a big decision for many agencies
- Concerns with liability and siting need to be addressed before resources committed
- "Leased" properties often require much longer time to attain approvals for construction

Lessons Learned: Training

- Fleet applications will impact type or amount of training needed
- Tailor training to how the EV will be used
- EVs used as "pool" vehicles can require group training or several training sessions
- Providing training at time of vehicle delivery results in more satisfied users
- Focused attention needed for some users to help them feel comfortable with a new technology

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INFORMATION

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